

Major Differences Between the 1989 Business Park Policies and the Adopted 2000 Business Park Policies and Comprehensive Plan

Vision

- 1989** No specific vision statement was proposed; however, the focus of attention was job creation typified by the term “Employment Center.”
- 2000** A vision statement outlines the purpose of the I-20 Corridor and related policies as being broader than simply focusing on job creation but also on developing a significant tax base and enhanced economy of the City typified by the term “Economic Center.”

Land Use Mix

- 1989** Policies had a vague description of what mix was trying to be achieved in the I-20 Corridor. It indicated that there should be a balanced distribution of business vs. industrial, a 50/50 split.
- 2000** Desired mix is better identified and better reflects current market trends and target industries. The focus of the corridor should be on the non-retail target industries including logistics and distribution, semiconductors and electronics, transportation equipment, business and professional services, telecommunications, and software and multimedia development. The locations of these uses are defined through a map and are not regulated based on percentages.

Land Use Locations

- 1989** Other than retail, which was relegated to north of I-20 and west of Matlock, there was no indication of where land uses should locate. It was hard to picture what the land use patterns would be in the corridor.
- 2000** The 2000 policies are accompanied by a comprehensive plan map that shows broad general land use patterns that are proposed in the Corridor. This illustration helps stakeholders, developers and elected officials have a better understanding of what land use patterns are desired in the Corridor.

Retail Development

- 1989** Policies did not recognize retail development as a critical mix of the corridor. Retail uses were limited to the Parks Mall area and discouraged elsewhere.
- 2000** Retail and tourism uses are viewed as a critical component of the corridor and recommended for locations throughout the Corridor. These uses are recommended for the major north/south arterials in the Corridor and where these streets intersect with I-20. When calculated, approximately 30 percent of the land in the Corridor now supports retail and commercial uses.

Automobile Sales

- 1989** These uses were identified as incompatible with the purpose and intent of the Corridor and as such were strongly discouraged.
- 2000** The market demand for automobile sales is recognized and has been accommodated in the land use mix.

Multi-family

- 1989** Though not actively promoted, the multi-family land use was identified as an appropriate Corridor use that could transition to the residential uses outside the Corridor.
- 2000** Due to the incorporation of the residential adjacency standards of the new Zoning Ordinance, transitional land uses are not viewed as necessary in the Corridor and any expansion of Multi-family development is not supported.

Mixed-Use Developments with a Retail Component

- 1989** The policies did not address the need for retail development as a part of a unified development in the non-retail areas of the Corridor.
- 2000** Mixed-use developments with retail components are supported in any area of the Corridor as long as non-retail uses are the primary land use.

Medical and Related Uses

- 1989** Medical and related uses outside of manufacturing were not envisioned in the Corridor.
- 2000** With the advent of new medical uses in the Corridor, including Arlington Memorial Hospital and Children's Medical Center, a medical-related corridor along North Matlock is supported to extend beyond the Columbia Medical Center.

Target Industries

- 1989** No reference to targeted industries was made.
- 2000** All non-retail targeted businesses are encouraged "by right" in all areas identified as "TI," approximately 65 percent of the Corridor. Rezoning and Zoning Ordinance amendments will be promoted to accommodate these uses.

Reduction of BP area

- 2000** Three areas that are isolated from the main body of the Business Park will be reviewed for removal from the "BP" overlay zoning. These include approximately 120 acres north of Arbrook near SH 360, approximately 5 acres in the southeast corner of the Corridor, and approximately 25 acres of airport property near Nathan Lowe and Green Oaks Blvd.